



WORLD DIABETES DAY  
WASHINGTON  
SOCIAL MEDIA TOOLKIT 2021



# PROTECT YOUR FAMILY

*diabetes concerns everyone*

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# INTRODUCTION

In November, National Diabetes Month — and World Diabetes Day (WDD) on November 14th — bring communities across the United States and globally together to:

- Increase awareness and educate communities about the impact of diabetes,
- Inform people about the importance of screening and early detection, and
- Encourage healthy nutrition for the wellbeing of families.

In Washington State alone, we have over 716,200 people living with diabetes and nearly 2 million people with prediabetes. As a result, diabetes is the seventh leading cause of death in our state. For this reason, we hope to increase awareness about this condition through the National Diabetes Month and World Diabetes Day campaigns. On behalf of partners across the state, we invite you to join us in participating in the World Diabetes Day Washington 2021 social media campaign.

The campaign draws attention to important issues in the diabetes world and keep diabetes firmly in the public spotlight. Here in Washington, local nonprofit organizations, educational institutions, healthcare providers, government agencies, research institutes, diabetes support groups and other public and private sectors work together to increase awareness of diabetes in our communities. Washington's theme this year follows the International Diabetes Federation's worldwide campaign, "Access to Diabetes Care." For more information on the international World Diabetes Day campaign please visit [worlddiabetesday.org](http://worlddiabetesday.org). There are three key components to this year's campaign: discover, prevent and manage diabetes. In these three areas, individuals will be empowered to make health choices that work for them and celebrate those working to maintain healthy lifestyle while living with this condition.

This social media toolkit was created with the intention to complement and support related diabetes awareness campaign efforts that may be promoted by your organization.

## TARGET AUDIENCE

People at risk for diabetes, people with diabetes and people caring for someone with diabetes — parents, families, friends, caregivers, and community health workers — were selected as the primary audience to increase awareness about the importance of diabetes management and prevention.



# HOW TO USE THIS TOOLKIT

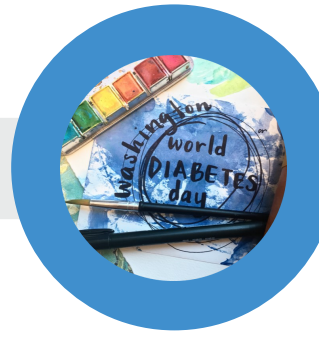
This campaign includes three primary key message categories: discover diabetes, prevent diabetes, and manage diabetes.

Below are the key elements used in this campaign:

- Introductory letter sent to communicators (communication staff, or other relevant points of contact) introducing the campaign.
- A sample social media calendar with messages from each of the three key categories

Each message category includes optional hashtags that can be used for the campaign. Facebook and Twitter posts have the capacity to include many hashtags, but priority should be given to include #WDDWashington to support this campaign.





Dear communicator,

Diabetes is a growing epidemic in Washington State. More than 716,200 individuals are living with the disease; and around 2 million more are living with prediabetes, with the potential to develop into type 2 diabetes in the future. For this reason in Washington State we would like to support the worldwide campaign to raise awareness about the impact of diabetes to our families.

2021 World Diabetes Day Washington (WDDWashington) campaign follows the [International Diabetes Federation](#)'s worldwide theme, "Access to Diabetes Care." There are three components to WDDWashington's campaign: discover, prevent, and manage diabetes. this campaign uses these 3 components and aims to boost awareness of this rising health concern by:

- Increasing awareness and educating communities about the impact of diabetes,
- Informing people about the importance of screening and early detection, and
- Encouraging healthy nutrition for the wellbeing of families.

The social media toolkit is attached and also located on the Diabetes Connection website ([diabetes.doh.wa.gov](https://diabetes.doh.wa.gov)).

We hope you will join us in this campaign by adopting this toolkit throughout the month of November. Check out the [WDDWashington](#) Facebook and Twitter pages to keep up with our posts and see more social media messages.

In addition to the social media toolkit, we encourage you to use the international blue circle symbol to signify the unity of the global diabetes community in response to the diabetes epidemic. We also encourage everyone to wear blue on November 14th and post a picture to social media with #WDDWashington. We would also appreciate if you could let us know if you used this toolkit or in which way we could improve this resource by emailing us at [diabetes@doh.wa.gov](mailto:diabetes@doh.wa.gov).

If you wish to be removed from this list, please contact [WHOM]. Thank you for helping spread the word!

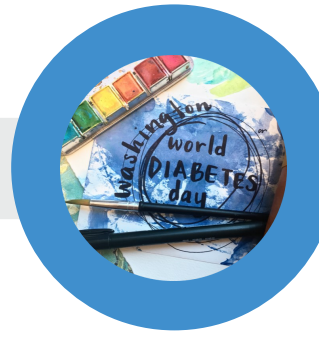
Sincerely,

[NAME(S)]



## CAMPAIGN ELEMENTS:

## SOCIAL MEDIA POSTS



### KEY MESSAGES - CATEGORY #1

Diabetes Awareness = Discover

Optional Hashtags: #DiabetesAwareness, #WorldDiabetesDay #WDDWashington, #PreventDiabetes, #Type1DM, #Type2DM

1. Whether it's for family, work, or a dream you've always had, we encourage you to live healthier for your best life with CDC's National Diabetes Prevention Program lifestyle change program. What's your reason for living healthier? Tell us in the comments.

Download Image: [Living Healthy](#)



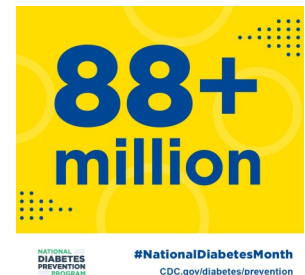
2. Living with type 2 diabetes puts you at higher risk for heart disease and stroke. Knowing what steps to take may reduce your risk. Learn more at [www.knowdiabetesbyheart.org](http://www.knowdiabetesbyheart.org) #WDDWashington #DiabetesAwareness

Download Image: [WhereToStart](#)



3. Around 88 million adults have prediabetes. Are you one of them? Check your risk! [cdc.gov/diabetes/risktest/index.html](http://cdc.gov/diabetes/risktest/index.html) #WDDWashington #DiabetesAwareness

Download Image: [2+ millions](#)



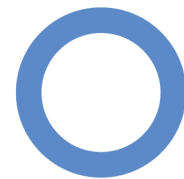
4. Thanks for supporting #WDDWashington. To find #diabetes resources near you, call 211 or visit [wa211.org](http://wa211.org) #Type1DM #Type2DM

Download Image: [WDDWashingtonLogo](#)



5. We stand together to fight #diabetes! Learn about [worlddiabetesday.org](http://worlddiabetesday.org) & share how you support people with diabetes. #WDDWashington

Download Image: [WDDLogo](#)



world diabetes day  
14 November





## KEY MESSAGES - CATEGORY #2

Diabetes screening = Prevention

Optional Hashtags: #WDDWashington #WorldDiabetesday #PreventDiabetes  
#DiabetesScreening #Type1DM #Type2DM #GestationalDiabetes

1. If type 2 diabetes runs in your family, take a minute to complete the Type 2 Diabetes Risk Test and learn about risk factors and steps to reduce your chances of developing #type2DM. #WDDWashington #WorldDiabetesDay  
[www.diabetes.org/risk-test](http://www.diabetes.org/risk-test)  
Download Image: [Protect your family](#)



2. Do you have a family history of type 1 diabetes? Family members of people with #T1D are 15x more likely to develop the disease. Learn more about at [www.mayoclinic.org/diseases-conditions/type-1-diabetes/symptoms-causes/syc-20353011](http://www.mayoclinic.org/diseases-conditions/type-1-diabetes/symptoms-causes/syc-20353011)  
#WDDWashington  
Download Image: [Family](#)



3. Gestational diabetes affects as many as 7% of women during pregnancy. The @amdiabetesassn recommends all pregnant women without #diabetes be screened between the 24th and 28th week. Learn more at [www.cdc.gov/diabetes/basics/gestational.html](http://www.cdc.gov/diabetes/basics/gestational.html) #WDDWashington  
Download Image: [GestationalDiabetes](#)



4. With CDC's prediabetes risk test, it takes just 60 seconds to find out if you are at risk for type 2 diabetes. Take the test and take action. Learn more at [cdc.gov/diabetes/risktest/index.html](http://cdc.gov/diabetes/risktest/index.html) #WDDWashington #DiabetesAwareness  
Download Image: [60 Seconds](#)



## KEY MESSAGES - CATEGORY #3

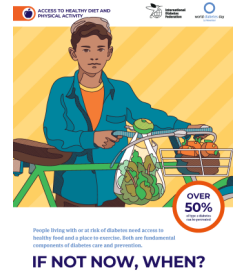
Diabetes Health = Management

Optional Hashtags: #WDDWashington, #WorldDiabetesDay #DiabetesManagement, #Type1DM, #Type2DM

1. Do you love cooking with your family? Check out the @cdcorg recommendations on how to make tasty meals for your whole family will love! [www.cdc.gov/diabetes/pdfs/managing/TastyRecipesforPeoplewithDiabetes-508.pdf](http://www.cdc.gov/diabetes/pdfs/managing/TastyRecipesforPeoplewithDiabetes-508.pdf) WDDWashington  
Download Image: [TastyMeal](#)



2. Diabetes risk can run in families, but so can healthy lifestyle habits! #WDDWashington  
[www.cdc.gov/diabetes/managing/](http://www.cdc.gov/diabetes/managing/)  
Download Image: [If not now, When?](#)



3. Are you looking for advice on eating healthy? Check out the suggestions offered by #cdcorg at [www.cdc.gov/diabetes/managing/eat-well.html](http://www.cdc.gov/diabetes/managing/eat-well.html) #WDDWashington  
Download Image: [HolidayMeal](#)



4. Being active & eating healthy can manage #diabetes and prevent #Type2DM. What's one change you can make for #WDDWashington? [www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity](http://www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity)  
Download Image: [HealthyHabits](#)



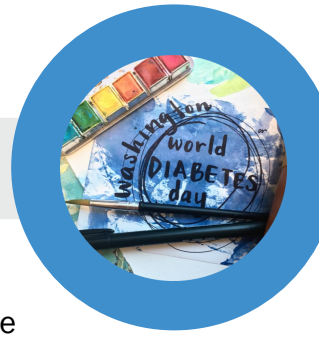
5. Healthy eating around the holidays can be a challenge, but these tips from @AADEdiabetes may help you stay on track managing your diabetes [www.diabeteseducator.org/docs/default-source/living-with-diabetes/tip-sheets/healthy-holiday-eating/aade\\_holiday\\_toolkit.pdf?sfvrsn=4](http://www.diabeteseducator.org/docs/default-source/living-with-diabetes/tip-sheets/healthy-holiday-eating/aade_holiday_toolkit.pdf?sfvrsn=4) #WDDWashington  
Download Image: [HealthyRecipes](#)



6. Holiday season is almost here, Check out this @cdcorg tasty recipes for people with diabetes and their families! [www.cdc.gov/diabetes/pdfs/managing/TastyRecipesforPeoplewithDiabetes-508.pdf](http://www.cdc.gov/diabetes/pdfs/managing/TastyRecipesforPeoplewithDiabetes-508.pdf)  
Download Image: [HealthyMeal](#)







Below is a sample schedule that uses the included campaign messages and sample posts. Posts could be sent out daily or a few times a week, and can be used multiple times throughout the campaign.

Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14<sup>th</sup>.

#### WEEK ONE:

Introductory letter is sent to communicators. 3 posts on 3 separate days with at least one featuring **diabetes awareness on the first week of November**.

#### WEEK TWO:

3 posts on 3 separate days. Posts on second week of November should feature **diabetes screening** and, if possible, include local diabetes education organizations.

#### WEEK THREE:

3 posts on 3 separate days. On November 14<sup>th</sup>, use Category 1 Message 5, or another of your choosing, to commemorate World Diabetes Day.

#### WEEK FOUR:

3 posts on 3 separate days. Messages should contain information that supports awareness, screening and healthy meals during the holidays.

#### WEEK FIVE:

3 posts on 3 separate days, one from each key message category. On November 30<sup>th</sup> utilize Category 1 Message 4, or your own, to thank community members for supporting the WDDWashington campaign.



# ACKNOWLEDGMENT

We would like to sincerely thank [Christine Stalie](#) for producing the artwork for the WDDWashington campaign. Also you may visit her Instagram accounts [@christinestaliestudio](#) & [@tuesdaygourmet](#)

# CONTACT

For more information on the WDDWashington campaign or for assistance with how to use this toolkit, please contact:

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DOH 345-354 October 2019 English

For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY 1-800-833-6388).



Twitter.com/WDDWashington



Instagram.com/WDDWashington



Facebook.com/  
WorldDiabetesDayWashington

WDDWashington is supported by the Department of Health and promoted by diabetes partners across the state.

